

June 14, 2006

Chief Marketing Officer Updates

- Welcome to the new Marketing Specialist
- A new image and resource repository is now available
- Requirement for marketing plans
- New VISION account codes for marketing expenditures
- Graphic standards being reviewed for updates

Chief Marketing Officer Updates

Welcome to the new Marketing Specialist

Audience: ALL

I am thrilled to announce that Kate Rouelle, formerly of Dept of Building and General Services, is now working with me, Christine Werneke, Chief Marketing Officer (CMO). Kate will be providing support on graphic standards, development and support of shared marketing resources, creation of a CMO website, and this weekly communication. You may know Kate through her role in assisting state agencies and departments with graphic and design projects. Kate's professional approach to customer service coupled with her graphic, analytical, and organizational skills will be a tremendous contribution toward statewide marketing efforts. Please join me in welcoming Kate in her new role. She can be reached at kate.rouelle@state.vt.us or at (802) 828-3367. She is now located in the National Life Building, 6th Floor.

A new image repository for the State of Vermont Personnel is now available! Sign up today for access.

Audience: ALL

Image Relay is an online repository for electronic documents or files, such as logos, photography, digital video, letterhead templates, design templates, PDF files, or any other electronic documents that need to be held in a secure central location. Image Relay is being made available to state marketing, business managers and web personnel across all agencies and departments. You will not be charged for standard use and access. The state's objective is to utilize Image Relay to store electronic assets in one central location—at your fingertips, on demand, 24/7. The archive will help facilitate communications throughout departments and foster consistent brand identity for the State of Vermont.

Please note: A process to apply for access to photography will be released once an updated photo license agreement is executed by the Agency of Commerce and Community Development.

Attached are two documents containing information for registering and using image relay. To register for image relay please fill out the attached form and send it to Kate Rouelle (kate.rouelle@state.vt.us). If you have any questions please feel free to contact Kate @ 828-3367. You will receive your username within 5 business days.



IRRegistrationform.doc (155 KB...)



IRinformation.doc (390 KB)

ACTION REQUIRED

Requirement for marketing plans

Audience: Marketing

In order to identify and act on opportunities for coordination of specific activities and overall messaging, departments will be required to submit marketing plans for activity occurring in the 2007 fiscal year. These plans will play a key part in finding opportunities for shared media buys, joint public relations efforts, or partners for larger projects with common audiences and goals. A marketing plan template is being provided here to assist you. The template is designed to walk you through the thought process for completing your plan. You are encouraged to set-up a meeting with the Christine Werneke, CMO to discuss specific details regarding the scope and depth of information needed. In order to provide sufficient support and time to develop these plans, deadlines for submission are being staged over the next several months as follows.

Deadlines

August 15, 2006	September 30, 2006	October 30, 2006
Dept of Tourism & Marketing Dept of Forests, Parks, & Recreation Dept of Fish & Wildlife Division of Historic Preservation Agency of Agriculture	Dept of Economic Development Dept of Education Dept of Labor Dept of Public Safety Dept of Public Service Dept of Human Resources Vermont Lottery	Dept of Env. Conservation Dept of DAIL Dept for Children and Families Dept of Health Office of VT Health Access Agency of Transportation

Submission of marketing plans will not be required for agencies, departments, and other entities not mentioned above based on the limited amount of marketing activity occurring. The requirement of a specific department to submit a marketing plan will be evaluated on an annual basis. Questions: Christine Werneke at 828-2999 or Christine.werneke@state.vt.us.



Marketing plan
template.ppt (6...

New VISION account codes for marketing expenditures

Audience: Marketing, Business Managers

As communicated earlier this week from Commissioner Reardon to Agency and Department heads and business managers, an expanded list of VISION account codes has been created to more accurately capture expenses for marketing and advertising activity. The new codes will be effective on July 1, 2006. The establishment of statewide marketing account codes is one part of the Chief Marketing Officer's (CMO) efforts to coordinate statewide marketing activity. This is consistent with the legislative requirements of Act 71 Sec. 205a of the 2005 Session that call for consistency and efficiency in the use of state funds for marketing activity.

The attached files include the new marketing VISION account codes, descriptions, definitions, additional guidance on how marketing is defined, and the types of expenditures that should be captured using the new codes. Periodic reporting will be reviewed to assess the appropriate use of the new marketing codes. Questions regarding code definitions or eligibility of an expense should be directed to Christine Werneke, Chief Marketing Officer at 828-2999. The need for a Q&A or informational session on using these codes will later be determined based on a review of reporting and the number of questions received.



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Codes for Marke...



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Graphic Standards Manual being reviewed for updates

Audience: ALL

Kate Rouelle will now be the primary point of contact for all questions related to the standards for letterhead, business cards, and envelopes that are contained within the graphic standards manual. As part of this new responsibility, she will be performing a detailed review of the standards manual. Her review will focus on correcting errors found during implementation, adding clarifying text, and potentially expanding the standards to include various sized envelopes and pre-printed mailing labels.

NOTE: **Letterhead reconfiguration** - Kate is working on one particular issue involving the use of the letterhead in which the State of VT coat of arms is at the top. When tri-folded for a window envelope, the letter recipient's address does not fully appear in the window. Kate is currently reconfiguring the spacing of the header portion to accommodate use in all standard envelopes.

The review will not result in changes to the standard's design or layout. If you have encountered errors or have had trouble understanding requirements for the letterhead, business cards, and envelopes, please send your comments to Kate Rouelle at kate.rouelle@state.vt.us. A link to the current manual is provided below. An updated manual is anticipated for August 1, 2006.

<http://www.bgs.state.vt.us/pca/pdf/graphicsstandardsmanual.pdf>

To be added to the distribution list for the weekly marketing communication, send an e-mail with your name and which agency or department you belong to christine.werneke@state.vt.us.

June 21, 2006

Chief Marketing Officer Updates

- Using state marketing contracts
- Help with a name

Educational and Collaborative Opportunities

- Mapping resources

Chief Marketing Officer Updates

Process reminder: Using state marketing contracts

Audience: Marketing

The process for receiving services from the state contracted marketing firms (Marketing Partners, HMC Advertising, and Spike Advertising) requires that a work request form be submitted to the marketing firm for projects in excess of \$10,000 (NOTE: projects above \$25,000 require the work request be submitted to all three marketing firms for a response). When submitting these requests to the state marketing firms, please remember to copy the Chief Marketing Officer on these submissions. E-mail submissions may cc: christine.werneke@state.vt.us. A copy of the user guide for the contracts is included here for your reference. Questions regarding this process or the marketing contracts, contact Christine Werneke at 828-2999.



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marketing contrac...

ACTION REQUESTED

Help with a name

Audience: ALL

We are looking for a few good suggestions for naming this weekly e-mail communication. The goal of the *Weekly Marketing Communication* is to provide a forum where important updates, information, and collaborative opportunities can be shared across state government. The reach of this communication continues to grow as requests to be added to the distribution list are received each week. We want your ideas for a name that best describes what this weekly e-mail is to you. Any and all suggestions will be considered and a prize that all of your friends will be envious of will be given to the creator of the chosen name! Please send all suggestions to Kate Rouelle at kate.rouelle@state.vt.us by July 10th 2006.

Educational and Collaborative Opportunities

Mapping Resources

Audience: ALL

Have you ever wanted to make a map but didn't know where to start? The Vermont Center for Geographic Information (VCGI), a public nonprofit, can help you figure out how to create the map or the mapping application you need! VCGI is a data and information resource available to anyone interested in creating or accessing maps and geographic information. Although VCGI does not actually make maps, we can help you explore options such as: using free software to make the map yourself, using our online dynamic mapping application, creating a custom online mapping application with your data, or perusing a list of mapping consultants who can help create a map that fits your needs. For more information visit VCGI's website at www.vcqi.org. For questions, contact Leslie Pelch at 882-3002 or lesliep@vcqi.org.

June 28, 2006

Educational and Collaborative Opportunities

- June Vermont Technology News

Educational and Collaborative Opportunities

June Vermont Technology News

Audience: ALL

The June edition of the Vermont Technology News, a newsletter to inform and educate state employees of IT activities happening around the state, is now available online at <http://dii.vermont.gov/newsletters>. If you would like to contribute to the next issue of Vermont Technology News, please submit items before July 7th. All submitted text must be IT related. We would especially like to hear about your IT success stories. Send your comments, submissions or questions to Harry Bell at 828-5338 or harry.bell@state.vt.us.

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